

A. G. Contract No. KR94 1742TRN
ECS File: JPA 94-118
TRACS No.: H3850 01X
Section: Capitol Rideshare FY95

INTERAGENCY SERVICES AGREEMENT
BETWEEN
THE DEPARTMENT OF TRANSPORTATION
AND
THE DEPARTMENT OF ADMINISTRATION

THIS AGREEMENT is entered into 17 AUGUST, 1994, pursuant to the provisions of Arizona Revised Statutes Section 35-148, between agencies of the STATE OF ARIZONA, to wit; the DEPARTMENT OF TRANSPORTATION acting by and through its TRANSPORTATION PLANNING DIVISION (the "DOT"), the DEPARTMENT OF ADMINISTRATION, acting by and through its DIRECTOR (the "DOA").

I. RECITALS

1. The DOT is empowered by Arizona Revised Statutes Section 28-108 and 28-112 to enter into this agreement and has by resolution, a copy of which is attached hereto and made a part hereof, resolved to enter into this agreement and has delegated to the undersigned the authority to execute this agreement on behalf of the DOT.

2. The DOA is empowered by Arizona Revised Statutes Section 41-1504 to enter into this agreement and has authorized the undersigned to execute this agreement on behalf of the DOA.

3. Arizona State government, through various programs, has devoted significant effort towards a Phoenix metropolitan clean air environment. One successful program, administered by the DOA, is the Capitol Rideshare Program (the "Program"), which encourages and rewards state employee carpooling and other alternative transportation methods, and which satisfies the requirements of Arizona Revised Statute Section 49-581 et seq. The Federal Highway Administration supports the Program effort financially through the DOT, and has allocated federal funds in the amount of \$180,000.00 for FY95 for DOT distribution in support of the Program. The purpose of this agreement is to define the responsibilities of the parties hereto relating to that distribution of federal funds.

THEREFORE, in consideration of the mutual agreements expressed herein, it is agreed as follows:

II. SCOPE

1. The DOT will:

a. As soon as practicable after receipt and approval of invoices, reimburse the DOA for the reasonable costs associated with the performance and administration of the Program. The total amount of the reimbursements contemplated under this agreement is \$180,000.00.

b. The DOT may advance funds in support of the Program under the provisions of Arizona Revised Statute Section 35-148.

2. The DOA will:

a. During the period 1 July 1994 through 30 June 1995, provide any required matching funds, and perform and accomplish administration of the Program generally in accordance with the Program Workplan and Program Objectives, which are attached hereto as Exhibit A and made a part hereof.

b. Provide ADOT with monthly narrative progress reports. Mark such reports and related documents as then may be requested by DOT, to include disclaimer statements as appropriate.

c. Invoice the DOT, no more often than monthly, for the reasonable costs associated with the performance and administration of the Program.

III. MISCELLANEOUS PROVISIONS

1. Should the Project not be completed, be partially completed, or be completed at a lower cost than the estimated amount, or for any other reason should any of these funds not be expended, a proportionate amount of the funds provided under this agreement shall be reimbursed to the DOT. This agreement shall remain in force and effect until cancelled by either party or other competent authority, and shall expire on 30 June 1995. Exhibit A to this agreement may be amended as appropriate by the written agreement of the parties hereto.

2. This agreement shall become effective upon execution by the parties hereto.

3. This agreement may be cancelled in accordance with Arizona Revised Statutes Section 38-511.

4. The provisions of Arizona Revised Statutes Section 35-214 are applicable to this agreement.

5. In the event of any controversy which may arise out of this agreement, the parties hereto agree to abide by required arbitration as is set forth in Arizona Revised Statutes Section 12-1518.

6. All notices or demands upon any party to this agreement shall be in writing and shall be delivered in person or sent by mail addressed as follows:

Arizona Department of Transportation
Joint Project Administration
205 South 17 Avenue, Mail Drop 616E
Phoenix, AZ 85007

Arizona Department of Administration
Capitol Rideshare Program Manager
1700 West Washington Street, Suite B-52
Phoenix, AZ 85007

7. Attached hereto and incorporated herein is the written determination of legal counsel that the parties are authorized under the laws of this state to enter into this agreement and that the agreement is in proper form.

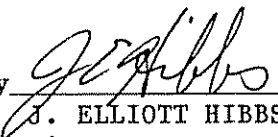
IN WITNESS WHEREOF, the parties have executed this agreement the day and year first above written.

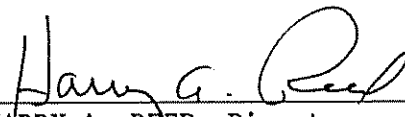
STATE OF ARIZONA

DEPARTMENT OF ADMINISTRATION

DEPARTMENT OF TRANSPORTATION

Transportation Planning Division

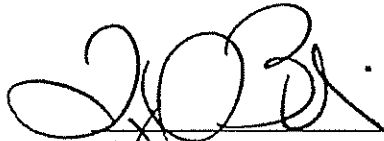
By 
J. ELLIOTT HIBBS
Director

By 
HARRY A. REED, Director
Transportation Planning

RESOLUTION

BE IT RESOLVED on this 15th day of July 1994, that I, the undersigned LARRY S. BONINE, as Director of the Arizona Department of Transportation, have determined that it is in the best interests of the State of Arizona that the Department of Transportation, acting by and through the Transportation Planning Division, to enter into an agreement with the Arizona Department of Administration for the purpose of defining responsibilities for the FY95 Capitol Rideshare Program.

Therefore, authorization is hereby granted to draft said agreement which, upon completion, shall be submitted for approval and execution by the Director, Transportation Planning Division.



LARRY S. BONINE
Director

Capitol Rideshare Workplan

July 1994 - June 1995

Department of Administration
Travel Reduction Programs
1700 W. Washington, Room B-52
Phoenix, Arizona 85007

Cathy McGonigle, Assistant Director
Kayelen Bishop, Program Manager
(602) 542-7433

Status of 1993-1994 Objectives

On September 30, 1993, Capitol Rideshare transferred from the Department of Commerce Energy Office to the Department of Administration. We are now part of the Travel Reduction Programs section within the Management Services Division of the Department of Administration. The Capitol Rideshare program has benefitted tremendously from this move. We are now positioned in the same agency that is responsible for employee benefits and for parking management and enforcement.

Capitol Rideshare had a very successful year. More than 2,210 state employees are now registered in 1,076 carpools, representing an increase of 7.2% over April, 1993 and meeting our 1993-1994 goal of having 2,185 state employees in 1,054 carpools. Even with seven purges of the entire system since records of the number of carpoolers began being tracked in 1986, the number of carpoolers is now more than 290% of the 567 carpoolers who were registered in June of 1986!

The Commuter Club has received considerable attention from state employees; and membership increased dramatically this year. The Commuter Club was originally developed in fiscal year 90-91 as a response to four benefits listed by state employees on the first year Travel Reduction Survey as benefits which would inspire them to use alternate modes of transportation. Now into its fourth year of operation, the Commuter Club has 3,608 members and is still experiencing dramatic growth each month.

Commuter Club members still receive the following benefits:

Free Rides Home in Case of Emergency: A private cab company is still providing rides home to state employees who either become ill at work, have an ill family member or are stranded at work by their carpool partner leaving early.

Employer Rewards: Staff is in the process of producing our 1994-1995 program of *Special Offers from Valley Businesses Who Care About Clean Air* which offers discounts to members of the Commuter Club.

Extra Lead Time on Reserving State Vehicles: Staff, in cooperation with the Department of Administration Fleet Management, is continuing our program whereby Commuter Club members can reserve DOA motor pool cars with ten days notice instead of the usual maximum seven days.

Special Parking: Capitol Rideshare continues to offer preferential parking to state employees who carpool more than three days a week.

For many years state employees have indicated strong support for subsidized bus passes on the Travel Reduction Surveys. Just this month, the legislature appropriated \$539,000 for a 50 percent bus subsidy beginning October 1, 1994. This subsidy will be offered in conjunction with Bus Card Plus. State employees will be given the opportunity to receive a Bus Card for use when boarding the bus and then have their expenses billed to the state; the state will then subsidize half of the fares and deduct the balance from the employee's paycheck.

As per our 1993-1994 workplan, Capitol Rideshare did work with the Department of Administration Personnel Division to promote the new options for flextime allowed by SB 1217. A memo from William Bell, the Assistant Director for Personnel, was sent to all agency heads informing them that they now have the authority to implement flexible hours of employment. Agency heads were told that all employees were eligible to work a 9/80 schedule provided their agency has a written policy which instructs employees how to report their time on individual timesheets and how this information is to be entered in the payroll system.

This year, the Clean Air Force "Don't Drive One in Five" Campaign was updated with a new slogan of "Let's Clear the Air" and covered an eight-month span. The state's campaign consisted of three Challenge weeks; one in November, one in January, and one in April. We have enjoyed an enormous success rate and have continued to receive enthusiastic support. This year staff had great success soliciting prize donations from private companies. We obtained more than 300 donated prizes for state employees to win! We received an average of nearly 3,000 coupons each challenge week, a 15% increase over the 1992-93 campaign. State agencies competed in the four size categories each Challenge week and agency winners for the entire campaign will be given trophies at our Clean Air Reception in June.

Rideshare information was disseminated in many different ways this year. In January, we unveiled the new campaign and slogan for Capitol Rideshare replacing the charcoal and green "Make the Choice" with a red, black, and white "Share the Ride.... with Capitol Rideshare." In addition to payroll enclosures, brochures, vanpool brochures, bus books and Clean Air and DASH shuttle posters we disseminated, we have revamped, produced and distributed quarterly issues of *The Coordinator Update*. Additionally, three issues of *the Drive Line* newsletter for Capitol Rideshare were distributed. In November, we unveiled our new newsletter *The Ride Line*, and have since distributed three issues bringing our total yearly newsletter distribution to six issues. We generated news releases and distributed to agency publication editors a total of six times thus far; at the end of this fiscal year, we will have distributed a total of eight news releases.

Literature displays continue to be maintained in fifteen buildings housing state employees. One payroll enclosure was included with October paychecks; and the second was distributed in April. Additionally, Capitol Rideshare has continued to produce and distribute new employee packets which have been disseminated to personnel directors representing virtually all of the state agencies in Maricopa County, and Capitol Rideshare continues to provide materials to the Department of Administration Personnel Division for employee orientations. The new employee packet is currently being revised.

Capitol Rideshare also continued to encourage state employees to bike to work by helping employees who want to bike to work maintain places to store their bicycles.

Staff continued networking, through participation in the Clean Air Campaign employer committee, regional Transportation Management Associations, the Women's Transportation Seminar and the Association for Commuter Transportation. Staff shares information with other employers operating rideshare programs. Additionally, staff has worked closely with Phoenix Transit to provide information about state employees' desires as reflected on the Travel Reduction Survey.

Telecommuting has been an important focus of the Capitol Rideshare Program. So far this year, five agencies have been invited to join the program bringing the total of participating agencies to ten. In December, the Telecommuting Coordinator's Committee was re-established to facilitate the interaction between participating agencies and coordinate the expansion of the State of Arizona Telecommuting Program. The committee has been meeting on a monthly basis since December, 1993. A 30-minute training video was also written and produced this year to help train telecommuters and their supervisors. This training video, a facilitator's script and master copy of a training workbook are currently being packaged and will be made available for use by other employers implementing telecommuting programs.

In April, staff administered the fifth year travel reduction surveys. This year, the Legislature has required that employers conduct separate travel reduction surveys at each site with more than 50 employees. Because of this change, we surveyed 19,500 employees in 125 buildings at 57 mandatory sites. We solicited the help of Governor Fife Symington to send a letter to all Agency Directors asking them to appoint a Travel Reduction Survey Coordinator. The surveys will be submitted to Maricopa County by May 3 for processing, and the results will be returned to us in June, at which time we will prepare our sixth annual Travel Reduction Plan, as required by the 1988 Clean Air Act.

Program Objectives & Strategies for July 1994 - June 1995

The Program Objectives section includes ten goals and our strategies to accomplish these goals. Capitol Rideshare estimates that our program will save state employees over 8.26 million miles and the Valley 153 tons of pollution (99 tons of Carbon Monoxide, 20 tons of NOX, 28 tons of Hydrocarbons and 6 tons of Particulates) this fiscal year, and those savings do not even include potential future savings from such Capitol Rideshare programs as the expansion of the telecommuting program (discussed in Goal 5), the promotion of alternate work schedules including "9/80's," or more than a 25 percent increase in bus ridership due to subsidies and Bus Card Plus.

1. Work closely with agency rideshare coordinators; recruit and train coordinators as needed.

Capitol Rideshare will continue to produce and distribute *The Coordinator Update*, a quarterly newsletter for agency rideshare coordinators. The newsletter has been popular with coordinators and will continue to provide information about upcoming events and rideshare, travel reduction and air quality news. Additionally, we spotlight a Rideshare Coordinator of the Quarter in the newsletter, and allow them to offer tips and information to other Coordinators.

This year, Capitol Rideshare will request that the Governor write all agency heads asking them to appoint or reappoint someone to serve as their agency's Rideshare Coordinator. This is important since agency Rideshare Coordinators will be serving a vital role in the distribution of Bus Cards (see Goal 7). Capitol Rideshare will then continue to recruit new Coordinators to replace departing Coordinators.

Starting in August of 1994, we will initiate a quarterly update meeting program with all Rideshare Coordinators; a Rideshare Roundtable. The Rideshare Coordinators will be divided into two categories: agencies with fewer than 500 employees and agencies with more than 500 employees. The purpose of the division and the conducting of two separate meetings is to enable us to conduct effective brainstorming sessions for the Coordinators as well as focus on topics relevant to their agency. By meeting once a quarter, we feel it will better expedite the information processing as well as provide motivation to our Rideshare Coordinators. During each meeting, we will award certificates to the Coordinator who has achieved the largest percent of increase in Commuter Club memberships for the previous quarter. Since the Rideshare Coordinator may often be our first link to the state employee, we feel it is extremely important to motivate, educate, assist, and reward our Coordinators to the best of our ability.

Every June, Capitol Rideshare will conduct our annual combination workshop and appreciation event for Coordinators. At this event, staff will review policies and procedures; outline the Bus Card Plus and subsidy program; explain the Commuter Club; train new Coordinators; and conduct a trouble shooting session. We will also distribute token gifts of appreciation as well as a program evaluation for Rideshare Coordinators to complete and return.

2. Improve and expand upon methods of disseminating travel reduction information to all state employees, including new hires, in Maricopa County.

Capitol Rideshare staff will continue to promote carpooling, vanpooling, bus riding, walking, bike riding, etc. to state employees by distributing information about alternate modes, publicizing special programs like Bus Card Plus, the DASH and HOV lanes, and educating state employees on gasoline conservation and air pollution.

Capitol Rideshare staff will continue to provide all non-university, state employees in Maricopa County with *The Ride Line* rideshare newsletters. Capitol Rideshare will continue the frequency of bi-monthly, six times per year (July, September, November, January, March, and May). Every other issue will be a four-page format; the other three will be a two-page format. The newsletter will continue to provide up-to-date information, motivational articles, informative features, an employee communication column, and will always feature an application in each issue.

Capitol Rideshare will have five payroll enclosures this year. The breakdown is as follows: one enclosure for the Clean Air Campaign, one for general Rideshare information, two for Bus Card Plus, and one for the Commuter Club.

Capitol Rideshare will provide the editors of state agency newsletters with at least six articles about ridesharing, the Clean Air Campaign, Bus Card Plus, the travel reduction program and related issues and will distribute news releases to state and local publications when appropriate.

Capitol Rideshare will continue to work with agency rideshare coordinators to maintain literature displays in fifteen buildings. Capitol Rideshare will conduct random inspections of all rideshare displays this year to insure that they are being properly maintained, stocked, and are clean.

In keeping with the new marketing campaign, Capitol Rideshare will introduce the newly revised new employee rideshare packets and will continue to distribute rideshare packets to all newly hired employees with the help of Department of Administration Personnel Division and state agency personnel managers.

Capitol Rideshare will continue to investigate and participate in other options of participation whereby exposure could be achieved.

3. **Continue to provide individualized rideshare assistance and to keep the database updated.**

Capitol Rideshare staff will continue to update the database monthly. Staff will also continue to provide carpool matchlists, vanpool information and assistance, bus route information, and bike route and safety information to state employees promptly and cheerfully.

Capitol Rideshare intends to have 2,320 state employees registered in 1,130 car and van pools by June 30, 1995, representing an increase of 5%.

4. **Maintain benefits and incentives for the Capitol Rideshare Commuter Club and work to continue to expand membership.**

Capitol Rideshare will be unveiling the new Commuter Club in June of 1994. The new Commuter Club will be basically the same program yet more user friendly. It will also be designed as an integral part of our new campaign. Any state employee in Maricopa County who uses an alternate commute mode at least twice a week qualifies for membership to the Capitol Rideshare Commuter Club and is entitled to the following benefits:

Employer Rewards—Capitol Rideshare will work with last year's coupon book participants and other Valley merchants to develop our *Special Offers from Valley Businesses Who Care About Clean Air* discount card and will distribute them to Commuter Club members during renewal in June of each year as well as ongoing distribution to members as they join.

State Vehicles for Appointments—Capitol Rideshare will continue to work with the Department of Administration motor pool to allow Commuter Club members to reserve their state vehicles ten days in advance instead of the usual seven days allowed all other state employees.

Special Parking—Capitol Rideshare will continue to provide preferential parking at most state buildings for Commuter Club members who carpool at least three times a week. Staff will continue to have close contact with Facilities Management and Capitol Police regarding the misuse of preferential parking places at state-owned facilities.

Additionally, staff will continue to provide the Department of Administration motor pool and property managers with up-to-date lists of valid parking permits, to insure that adequate parking is available wherever possible and lost or stolen permits are reported to Capitol Police so violators can be spotted.

Emergency Transportation—Capitol Rideshare will continue to distribute vouchers for an Emergency Ride Home to Commuter Club members to use if they become ill at work, have an ill family member or have a carpool driver who strands them at work.

Capitol Rideshare will recruit members in a variety of ways. At least twice next year, we will hold bus stop exposure events (further discussed under objective 6). After each Clean Air Challenge week, we will check all coupons submitted against the current Commuter Club database. If an employee appears to be a regular ridesharer and is not a Commuter Club member, we will send them a special direct mail flyer inviting them to become a member. Results from the 1994 Clean Air Campaign using this method of recruiting was outstanding and very effective.

Each issue of the newsletter *The Ride Line* will feature an article on the benefits of the Commuter Club as well as an application. Each issue of the coordinator newsletter *The Coordinator Update* will feature a promotional article about the Commuter Club.

Capitol Rideshare will be introducing a payroll enclosure dedicated solely to recruiting membership for the Commuter Club and it will be distributed in December of 1994.

5. Expand the telecommuting program to other state agencies.

Funding for the vast majority of this objective is provided by the Department of Commerce Energy Office. It is mentioned here because telecommuting is a significant travel reduction strategy and is presented to agencies as a part of the State's Travel Reduction Program, Capitol Rideshare. The Capitol Rideshare Administrator will spend a small percentage of time coordinating with the administrator of the telecommuting program.

Ten state agencies are currently participating in the State of Arizona Telecommuting Program; five agencies have completed their six-month pilots and are expanding their programs and five agencies are currently in the pilot process. We anticipate doubling the number of agencies in the telecommuting program this year. Staff will request that the Governor invite two agencies per quarter to join the program. Staff will then assist these agencies to plan and implement their telecommuting pilots.

Staff will continue to chair the State of Arizona Telecommuting Coordinator's Committee, comprised of agency telecommuting coordinators, to support each new telecommuting program and will also share information about telecommuting with the public and private sectors. The Telecommuting Coordinator's Committee will also participate in testing other innovative programs which use technology as a substitute for travel such as the SWAP project which will begin this summer, 1994. The Shared Workspace Arrangement Project (SWAP), will determine how well current workspace can be effectively shared among agencies to enable selected employees to work from state offices closer to home one or two days a week. State agencies, their employees and the community will benefit by the reduced commutes as demonstrated by the State of Arizona Telecommuting Program where state employees are enabled to work from their homes on a part-time basis. SWAP will help expand the benefits of telecommuting by increasing the number of employees who can telecommute.

6. **Conduct various exposure activities/events to increase awareness of our programs among state employees.**

Capitol Rideshare will host a Transportation Expo to be held in the Capitol Complex area during the month of August, 1994. The expo will be a high profile activity that will generate a positive amount of exposure for Capitol Rideshare. Transit companies and organizations and related vendors will be invited to participate. Bus Card Plus will be heavily promoted at this event.

Capitol Rideshare will continue to set up a table beside Capitol Complex bus stops at least twice over the next year to recruit new members for the Commuter Club. Many employees who ride the bus are still unfamiliar with how the Commuter Club works.

Clean Air Challenge prize drawings will also be billed as an event and employees will be encouraged to watch and assist with the drawing. Each drawing will be held at a different agency.

At least four lunch-hour information tables will also be set up inside cafeterias at various agencies to promote our program.

7. **Promote and administer Bus Card Plus and the bus subsidy program to eligible state employees.**

Capitol Rideshare had tremendous success in the Second Regular Session of the Forty-first Legislature. Legislation was passed allowing for the payroll deduction necessary to administer Bus Card Plus; a program by which bus patrons can be billed for actual transit usage through payroll deductions. Funding to administer the payroll deduction portion of the program was also appropriated for use within the General Accounting Office of the Department of Administration. An additional \$539,000 was authorized in order to subsidize transit charges, through the use of Bus Card Plus, by fifty percent beginning October 1, 1994!

Capitol Rideshare is co-chairing a Department of Administration working group consisting of representatives from Information Services Division (responsible for reprogramming the payroll system), the General Accounting Office (responsible for entering all deduction authorizations, issuing cards, receiving monthly invoices from Phoenix Transit, and insuring all deductions are properly taken), Personnel (responsible for distributing and collecting Bus Card Plus applications and payroll authorization forms to/from the employees, receiving the cards from GAO and distributing them to the employees), and Capitol Rideshare (responsible for assisting GAO in the writing and promulgation of rules and development of policies, developing all promotional materials and marketing the program to state employees, distributing Bus Card Plus applications and payroll authorization forms to employees, fielding telephone inquiries from employees, training agency personnel managers and rideshare coordinators, conducting employee information meetings on the program, tracking bus ridership statistics and reporting them to the Legislature).

In preparation for the October 1 start-up date, Capitol Rideshare will be designing and producing all marketing material to be used in the initial phase of the program. This will include brochures, pocket guides, posters, flyers, payroll enclosures, promotional items and information displays. These will all be distributed through our office. The information displays will be made available to agency personnel offices to help them distribute brochures and application forms with little disruption to their regular job responsibilities.

Capitol Rideshare will conduct training workshops for agency personnel managers during July. The first payroll enclosure will also be distributed in July and the second payroll enclosure announcing the employee meetings is slated for early August. Employee meetings will be conducted at various agencies throughout the Valley during the months of August and September.

Capitol Rideshare will hold Bus Card Plus promotions throughout August, September, and October to encourage and explain employee participation in the program. Numerous articles will appear in our bi-monthly newsletter, *The Ride Line*, featuring this program. Press releases will also be provided to agency newsletter editors.

8. Coordinate the state's participation in the Valley-wide Clean Air Campaign.

Capitol Rideshare will again take part in this year's effort to educate employees about air pollution and to urge them to try alternate modes of transportation and to change their commuting habits. Capitol Rideshare will use or adapt all collateral designs provided by the Clean Air Campaign such as coupons, flyers, and posters.

Prior to the Clean Air Campaign, Capitol Rideshare will conduct a Clean Air Representative Workshop and meet with other members of the employer task force.

Staff will participate in and help promote among state employees the campaign kick-off event, community-wide challenges, bike to work day, news conferences, and various special events.

Internally, staff will distribute letters from the Governor to agency directors urging participation and will distribute information to employees about air pollution and the importance of individual contributions to improving air quality.

Capitol Rideshare will maintain the state agency competition with at least four categories (large, medium-sized, small and very small agencies) and conduct the Clean Air Challenge Weeks. Staff will obtain prizes from local businesses to be drawn for agency representatives and state employee participants. Prize drawings will be billed as an event and employees will be encouraged to watch and assist with the drawing.

Staff will conduct various exposure and awareness promotions encouraging employee participation.

Capitol Rideshare will plan and host a Governor's Clean Air Reception in June of 1995 to honor winning agencies and recognize clean air representatives.

9. Prepare the state's fourth travel reduction plan and administer the fifth travel reduction survey.

In June of this year, Capitol Rideshare will receive the computerized tabulation from our fourth year travel reduction surveys administered in April, as required by the 1988 Air Quality Bill. The Air Quality Bill requires every major employer in Maricopa County to implement a Travel Reduction Plan that will reduce the number of single passenger commute trips or miles to their work sites by a target of 10%.

Results measured and reported in each travel reduction survey are used to assess current and preferred commuting modes for all non-university, state employees in Maricopa County. This information assists us in compiling our current Travel Reduction Plan for the State of Arizona. The fourth-year survey will again measure any changes that have occurred and will help us predict incentives that will increase participation in rideshare programs, and we will use this information to write the 1995 Travel Reduction Plan.

In January, 1995, staff will work with each agency to get an accurate employee count by building in order to prepare for receipt of the sixth year Travel Reduction Surveys. In February, Capitol Rideshare will once again seek the assistance of the Governor's office in asking agency directors to appoint a survey representative to assist staff in conducting the survey. In March, staff will sort the surveys, train the representatives, prepare detailed instructions and a letter to accompany each survey, and will hand deliver the surveys to Travel Reduction Survey representatives at each agency. In April, the Maricopa County Travel Reduction Survey will be conducted again, and the findings of that survey will be used to write the 1996 Travel Reduction Plan.

Upon completion of each survey process, we will administer an evaluation form to all survey representatives to ensure we are providing the best possible training, information and assistance.

10. Continue community network participation.

Capitol Rideshare will continue to work with and assist in any way possible the Regional Public Transportation Authority, various regional Transportation Management Associations, the Association for Commuter Transportation, the city, the county and other local governments and Valley businesses.

Staff will also participate in the development of a Statewide Pedestrian Plan by serving on the Maricopa Association of Governments Pedestrian Working Group. Capitol Rideshare will continue to promote walking and seek opportunities to better accommodate pedestrians in the Capitol Mall area.

Staff will continue to serve on the newly-formed Supreme Court/Department of Education Teleconferencing Task Force. This task force was formed to find ways other state agencies could use the Teleconferencing Studio on a cost recovery basis and to adopt equipment standards to help establish a statewide network of compatible facilities. Capitol Rideshare will educate employees and promote the use of this facility.

Products and Services

1. Coordinator Relations

The Coordinator Update, workshop and appreciation event, training and materials, gifts of appreciation, correspondence, daily contact, quarterly meetings, coordinator list.

2. Information Dissemination

The Ride Line, materials for literature display racks, payroll enclosures, agency newsletters, brochures, assorted Capitol Rideshare literature, new rideshare packets.

3. Individual Assistance

Matching applications, vanpool information, bus route information, bike safety information, bike buddies database, parking permits, information stationery, envelopes, database updates and deletions.

4. Commuter Club Incentives

Membership and discount cards, membership applications, emergency vouchers and letters, pocket guides, advance notice for state vehicle use, parking passes, preferential parking signs, information cards on car accompany membership, explanatory letters.

5. Telecommuting Program

Handbooks, training materials, training sessions, folders, policies agreements, fact sheets, attitude surveys, survey results, and Tele Coordinator Committee meetings.

6. Exposure Activities\Events

Flyers, brochures, transit information, list of participating vendors, promotional program literature, prize lists.

Staffing

The Capitol Rideshare staff will include one 85%-time manager, one full-time administrator, one full-time assistant, and one 80%-time secretary.

The administrator (100% FTE) plans and coordinates marketing efforts, organizes special events, writes and designs literature, prepares correspondence, writes press releases for outside publications, submits monthly reports to the program manager, works with Phoenix Transit and the Regional Public Transportation Authority, makes presentations to agency Rideshare Coordinators, Clean Air Representatives and Travel Reduction Survey Representatives, coordinates Travel Reduction Surveys, prepares the state's Travel Reduction Plan, coordinates carpool parking with the Department of Administration (DOA) parking services and Capitol Police, assists applicants with permits in the absence of the assistant, works with local businesses to obtain donations for the state's clean air challenge drawing, and maintains a network of community transportation contacts.

The rideshare assistant (100% FTE) helps plan and coordinate special events; helps produce promotional materials; assists applicants with matchlists and parking permits; adds to and updates the database, answers requests for information on alternate commute modes; works with DOA parking services and Capitol Police; and distributes newsletters, payroll enclosures and other materials to state employees.

The secretary (80% FTE) assists with large projects and special events and provides clerical support to the program. The program manager (85% FTE) directs, works with and supervises staff. The manager also works with the Department of Administration legislative liaison and others to draft and pass legislation beneficial to state employees who use alternate modes of transportation and will oversee the implementation of Bus Card Plus for all non-university state employees in Maricopa County.

Level of Effort by Objective

Objectives	Program Manager (85%)		Secretary (80%)	
	<u>% of time</u>	<u>hours</u>	<u>% of time</u>	<u>hours</u>
Coordinator Relations	1	18	2	34
Information Dissemination	15	268	25	419
Individual Assistance	1	18	8	134
Commuter Club Incentives	1	18	25	419
Telecommuting Program	0	0	0	0
Exposure Activities\Events	2	36	2	34
Bus Card Plus	35	623	8	134
Clean Air Campaign	10	178	19	319
Travel Reduction Plan	30	534	9	151
Network Participation	5	89	2	33
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	100	1782	100	1677

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Level of Effort by Objective

Objectives

Rideshare Admin. (100%)

Rideshare As

% of time

hours

% of time

Coordinator Relations

4

83

10

Information Dissemination

40

838

20

Individual Assistance

2

42

29

Commuter Club Incentives

5

105

7

Telecommuting

1

21

0

Exposure Activities\Events

8

168

3

Bus Card Plus

15

210

6

Clean Air Campaign

10

314

19

Travel Reduction Plan

10

210

4

Network Participation

5

105

2

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—

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100

2096

100

Capitol Rideshare
 Budget, July 1994 - June 1995
 Accounting Format
 Arizona Department of Administration

Personnel Services

Salaries	102,732	
ERE	23,628	
Travel	2,000	
Subtotal		128,360

Equipment	3,000	
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Other Operating

Advertising *	3,000	
Postage	1,400	
Telephone	6,000	
Insurance	500	
Office Rental	10,000	
Printing **	19,690	
Equipment Maintenance	750	
Office Supplies	3,000	
Organizational Dues	400	
Education, Training	400	
Registration Fees	1,000	
Audit\Professional Services	500	
Subscriptions	500	
Subtotal		47,140

Emergency Ride Home ***	1,500	
Indirect	0	

Total		180,000
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* Preferential parking signs, trophies, plaques, awards, reception invitations, certificates, ceremonies, events, film, film developing, display units, promotional items, etc.

** Posters, fact sheets, newsletters, brochures, payroll enclosures, matching applications, permits, new employee packets, coupon books, coupons, entry slips, etc.

*** If this incentive is not extended, the money will be used for printing.

Capitol Rideshare
 Budget, July 1994 - June 1995
 Accounting Format
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Subscriptions	500	
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Indirect	0	

Total		180,000
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Estimated Expenditures FY 1994-95

Objectives	FHWA	Administration	Total
1. Coordinator Relations	\$ 7,684	\$ 0	\$ 7,684
2. Information Dissemination	50,653	0	50,653
3. Individual Assistance	14,579	0	14,579
4. Commuter Club Incentives	13,980	0	13,980
5. Telecommuting Program	395	60,000	60,395
6. Exposure Activities/Events	5,842	0	5,842
7. Bus Card Plus	32,129	63,800	95,929
8. Clean Air Campaign	23,178	0	23,178
9. Travel Reduction Plan	25,378	0	25,378
10. Network Participation	<u>6,182</u>	<u>0</u>	<u>6,182</u>
TOTAL	\$180,000	\$123,800	303,800

For the most part, general operating expenses such as rent, telephone, postage, etc. have been spread across all objectives based upon the level of staff support for each objective.